



Almanor Recreation and Park District
P.O. Box 325
101 Meadowbrook Loop
Chester, CA 96020

2/25/2022

Potential Sponsors,

ARPD is excited to announce the 39th running of one of the premier cycling events in our corner of California: The **Mile High 100**. This event draws hundreds of cyclists to our community from all over the north state, Oregon, and Nevada. It always occurs on the Saturday of Father's Day weekend (this year on June 18th). We have wrestled with the future of this event, as we have all dealt with an uncertain future in the wake of the Dixie Fire. Past participants and community members have expressed to us the desire to see this event continue, as a way to provide one small element of normalcy and community amid the difficulty. Riders want to come, to raise funds, to show their support, and see the event as a way to "do something" with (and for) Plumas County.

We would love to partner with you to make this year's event a huge success! We understand it's a difficult year, but we agree with our riders that this is all the more reason to make the Mile High 100 happen in 2022! If you are interested in being a part of the 2022 Mile High 100, we have established three levels of sponsorship to choose from, increasing the amount of exposure for your business with each level:

- \$100 – Sponsors at this level will receive exposure at the start/finish of the event, exposure on the event website, as well as the option of having a business flyer/coupon of your creation inserted into each rider packet.
- \$300 – Sponsors at this level will receive everything mentioned above plus exposure from the Mile High 100 Facebook page including your Facebook/website link and encouraging visitors to visit your business while in town for the event. (Your logo will also appear on the next printing of event posters/flyers.)
- \$500 – Sponsors at this level will receive everything mentioned in the previous two levels plus your logo on the event t-shirt, exposure on event flyers (subject to prompt response, as flyers will be printed April 1st), the option of hanging your own banner at the start/finish of the event, and two free event t-shirts.

As an unfunded district, ARPD relies on events like these and sponsors like you to continue to work for our community. Thank you for your consideration! Please contact us with any questions at the numbers listed below, or send us an email at milehighcentury@gmail.com.

Randy Robbins
Event Director, Mile High 100
Cell: 530-249-0797
ARPD office: 530-258-2562